



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**(704) 374-3500**

# CONTRACT

<u>Contract / Revision</u>		<u>Alt Order #</u>
810017 /		06283546
<u>Product</u>		
<b>RNC</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
08/18/12 - 08/24/12	3034	
<u>Advertiser</u>		<u>Original Date / Revision</u>
<b>Issue/RNC</b>		08/16/12 / 08/16/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
<b>WBTV</b>	Dave Clark	Telerep-Washin
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	20	442
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**National Media Planning & Research**  
**815 Slater Lane**  
**Alexandria, VA 22314**

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Totals</u>	
										<u>Type</u>	<u>Spots</u>
N 1	WBTV	08/24/12	08/24/12	Rachael Ray	10a-11a		:30			NM	1 \$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	-----1--				1	\$500.00		
N 2	WBTV	08/24/12	08/24/12	Late Run Letterman	1135p-137.28a		:30			NM	1 \$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	-----1--				1	\$850.00		
N 3	WBTV	08/24/12	08/24/12	WBTV News 5a	5-530a		:30			NM	1 \$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	-----1--				1	\$650.00		
N 4	WBTV	08/24/12	08/24/12	WBTV News at 5p	5p-5:30p		:30			NM	1 \$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	-----1--				1	\$1,600.00		
N 5	WBTV	08/24/12	08/24/12	WBTV News 530a	530-6a		:30			NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	-----1--				1	\$1,000.00		
N 6	WBTV	08/24/12	08/24/12	WBTV News at 530p	M-F 530p-6p		:30			NM	1 \$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	-----1--				1	\$1,700.00		
N 7	WBTV	08/24/12	08/24/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1 \$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	-----1--				1	\$2,100.00		
N 8	WBTV	08/20/12	08/20/12	Rachael Ray	10a-11a		:30			NM	1 \$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	1-----				1	\$500.00		
N 9	WBTV	08/20/12	08/20/12	David Letterman	1135-1237a		:30			NM	1 \$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	1-----				1	\$850.00		
N 10	WBTV	08/20/12	08/20/12	WBTV News 5a	5-530a		:30			NM	1 \$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	1-----				1	\$650.00		
N 11	WBTV	08/20/12	08/20/12	WBTV News at 5p	5p-5:30p		:30			NM	1 \$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 08/20/12	08/26/12	1-----				1	\$1,600.00		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 810017 /	Alt Order # 06283546	
Contract Dates 08/18/12 - 08/24/12	Product RNC	Estimate # 3034
Advertiser <b>Issue/RNC</b>		Original Date / Revision 08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
Week:		08/20/12	08/26/12	1-----				1	\$1,600.00		
N 12	WBTV	08/20/12	08/20/12	WBTV News 530a	530-6a		:30			NM	1 \$1,000.00
Week:		08/20/12	08/26/12	1-----				1	\$1,000.00		
N 13	WBTV	08/20/12	08/20/12	WBTV News at 530p	M-F 530p-6p		:30			NM	1 \$1,700.00
Week:		08/20/12	08/26/12	1-----				1	\$1,700.00		
N 14	WBTV	08/20/12	08/20/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1 \$2,100.00
Week:		08/20/12	08/26/12	1-----				1	\$2,100.00		
N 15	WBTV	08/18/12	08/18/12	PGA Golf	Various		:30			NM	1 \$1,500.00
Week:		08/13/12	08/19/12	-----1-				1	\$1,500.00		
N 16	WBTV	08/18/12	08/18/12	WBTV Sat 6a News	6-7a		:30			NM	1 \$600.00
Week:		08/13/12	08/19/12	-----1-				1	\$600.00		
N 17	WBTV	08/19/12	08/19/12	PGA Golf	Various		:30			NM	1 \$1,500.00
Week:		08/13/12	08/19/12	-----1				1	\$1,500.00		
N 18	WBTV	08/19/12	08/19/12	WBTV Sun Am News	5-6a		:30			NM	1 \$300.00
Week:		08/13/12	08/19/12	-----1				1	\$300.00		
N 19	WBTV	08/19/12	08/19/12	The Good Wife	9-10p		:30			NM	1 \$2,400.00
Week:		08/13/12	08/19/12	-----1				1	\$2,400.00		
N 20	WBTV	08/23/12	08/23/12	Rachael Ray	10a-11a		:30			NM	1 \$500.00
Week:		08/20/12	08/26/12	---1---				1	\$500.00		
N 21	WBTV	08/23/12	08/23/12	David Letterman	1135-1237a		:30			NM	1 \$850.00
Week:		08/20/12	08/26/12	---1---				1	\$850.00		
N 22	WBTV	08/23/12	08/23/12	WBTV News 5a	5-530a		:30			NM	1 \$650.00
Week:		08/20/12	08/26/12	---1---				1	\$650.00		
N 23	WBTV	08/23/12	08/23/12	WBTV News at 5p	5p-5:30p		:30			NM	1 \$1,600.00
Week:		08/20/12	08/26/12	---1---				1	\$1,600.00		
N 24	WBTV	08/23/12	08/23/12	WBTV News 530a	530-6a		:30			NM	1 \$1,000.00
Week:		08/20/12	08/26/12	---1---				1	\$1,000.00		
N 25	WBTV	08/23/12	08/23/12	WBTV News at 530p	M-F 530p-6p		:30			NM	1 \$1,700.00
Week:		08/20/12	08/26/12	---1---				1	\$1,700.00		
N 26	WBTV	08/23/12	08/23/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1 \$2,100.00
Week:		08/20/12	08/26/12	---1---				1	\$2,100.00		
N 27	WBTV	08/21/12	08/21/12	Rachael Ray	10a-11a		:30			NM	1 \$500.00
Week:		08/20/12	08/26/12	-1-----				1	\$500.00		

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>		
										Type	Spots	Amount
N 28	WBTV	08/21/12	08/21/12	David Letterman	1135-1237a		:30			NM	1	\$850.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	- 1 -----				1	\$850.00			
N 29	WBTV	08/21/12	08/21/12	WBTV News 5a	5-530a		:30			NM	1	\$650.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	- 1 -----				1	\$650.00			
N 30	WBTV	08/21/12	08/21/12	WBTV News at 5p	5p-5:30p		:30			NM	1	\$1,600.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	- 1 -----				1	\$1,600.00			
N 31	WBTV	08/21/12	08/21/12	WBTV News 530a	530-6a		:30			NM	1	\$1,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	- 1 -----				1	\$1,000.00			
N 32	WBTV	08/21/12	08/21/12	WBTV News at 530p	M-F 530p-6p		:30			NM	1	\$1,700.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	- 1 -----				1	\$1,700.00			
N 33	WBTV	08/21/12	08/21/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1	\$2,100.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	- 1 -----				1	\$2,100.00			
N 34	WBTV	08/22/12	08/22/12	Rachael Ray	10a-11a		:30			NM	1	\$500.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	-- 1 -----				1	\$500.00			
N 35	WBTV	08/22/12	08/22/12	David Letterman	1135-1237a		:30			NM	1	\$850.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	-- 1 -----				1	\$850.00			
N 36	WBTV	08/22/12	08/22/12	WBTV News 5a	5-530a		:30			NM	1	\$650.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	-- 1 -----				1	\$650.00			
N 37	WBTV	08/22/12	08/22/12	WBTV News at 5p	5p-5:30p		:30			NM	1	\$1,600.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	-- 1 -----				1	\$1,600.00			
N 38	WBTV	08/22/12	08/22/12	WBTV News 530a	530-6a		:30			NM	1	\$1,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	-- 1 -----				1	\$1,000.00			
N 39	WBTV	08/22/12	08/22/12	WBTV News at 530p	M-F 530p-6p		:30			NM	1	\$1,700.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	-- 1 -----				1	\$1,700.00			
N 40	WBTV	08/22/12	08/22/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1	\$2,100.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
		08/20/12	08/26/12	-- 1 -----				1	\$2,100.00			

Totals

40 \$48,300.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/24/12	40	\$48,300.00	\$41,055.00
<b>Totals</b>	<b>40</b>	<b>\$48,300.00</b>	<b>\$41,055.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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